



HU1801 Industrial Marketing

7.5 credits

Industriell marknadsföring

This is a translation of the Swedish, legally binding, course syllabus.

Establishment

Course syllabus for HU1801 valid from Spring 2019

Grading scale

A, B, C, D, E, FX, F

Education cycle

First cycle

Main field of study

Technology

Specific prerequisites

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

For grade E the student shall:

- be able to explain common concepts, methods, and approaches that are characteristic of modern industrial marketing
- perform an analysis from the present situation with respect to strengths and weaknesses in a product/company
- be able to explain methods for market research and market planning
- know about the differences between consumer and product markets
- be able to describe how companies can influence during purchasing process and buying decisions
- be able to explain how companies can work market oriented with strategy and planning for portfolios of products and services, pricing, distribution and communications
- know about the most important laws regulating the behavior of marketing actors
- be able to explain relevant aspects of sustainable development

Course contents

Marketing means to bring a product into line with consumer needs. The course will bring perspectives from the views of companies, researchers, and consultants. Literature and lectures discuss strategies, market information, and buying behavior. The students will acquaint themselves with different concepts, methods, models, and approaches in marketing management, and they will apply the knowledge for an industrial product or a company. Focus will be the distinctive features in industrial marketing.

Course literature

Marketing Management, Kotler, Keller et al, PEARSON

Referenslitteratur

Principles of Marketing, European edition PEARSON

Företagsekonomi 100, faktabok, LIBER

Examination

- PRO1 - Project, 4.0 credits, grading scale: A, B, C, D, E, FX, F
- ÖVN1 - Exercises, 0.5 credits, grading scale: P, F
- TEN1 - Examination, 3.0 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

If the course is discontinued, students may request to be examined during the following two academic years.

Other requirements for final grade

Passed written exam (TEN1; 3 cr.)

Passed marketing plan (PRO1; 4 cr.)

Exercises (ÖVN1; 0,5 cr.)

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.